Fangda Holding Co., Ltd

From Local Manufacturer to Global Tool Powerhouse

Fangda Holding Co., Ltd, https://www.fangda-tools.com headquartered in Wenzhou, Zhejiang Province, is a comprehensive manufacturing enterprise integrating R&D, production, and sales. It specializes in the research and manufacturing of hardware tools such as carbide drill bits, saw blades, chisels, and cutting tools. Since its establishment, Fangda has adhered to the business philosophy of “technology-oriented, quality first,” striving to become an influential global tool manufacturer.

The company started as a traditional OEM hardware tool manufacturer, leveraging the well-developed manufacturing ecosystem of Wenzhou and its surrounding areas. Amid fierce market competition, Fangda quickly established its distinctive features. Through continuous equipment upgrades and technology introduction, Fangda successfully transformed from low-end manufacturing to high-end intelligent manufacturing. It now operates multiple fully automated CNC drill bit production lines and owns a product series with independent intellectual property rights. Annual output of drill bits, saw blades, and chisels exceeds hundreds of millions of pieces, exported to over 80 countries and regions worldwide.

Currently, the company’s main industrial park in Wenzhou covers more than 30,000 square meters, featuring modern factories and an R&D center. To support its global strategic expansion, Fangda has also established branches and distribution centers in Jiangsu and Hebei provinces, building a nationwide sales network. Overseas liaison

offices are located in Germany, Turkey, Malaysia, and other countries, forming a dual operation layout of “domestic depth + international breadth.”

Fangda holds numerous national invention and utility model patents. Its products have passed ISO 9001 international quality management system certification and the German PGM construction drilling technology alliance certification, qualifying it to enter the European professional market. Products such as its double-groove efficient drill bits, high-temperature sintered carbide chisels, and TCT alloy circular saw blades are highly recognized by domestic and international markets and are widely applied in construction, decoration, hardware, and electrical industries.

Domestically, Fangda maintains a marketing network across provinces and cities, established mature agency and dealer support systems, and runs flagship stores on several e-commerce platforms. Its brand influence continues to rise, earning honors such as “Zhejiang Science and Technology Enterprise,” “Zhejiang Integrity Demonstration Unit,” and “Top 100 Private Enterprises in Wenzhou” for consecutive years.

In recent years, Fangda has accelerated transformation and upgrading, investing over one hundred million RMB to build intelligent production lines, automatic inspection systems, and high-precision mold manufacturing centers, enhancing product accuracy and consistency to create a model modern intelligent manufacturing factory. The company continues to attract high-end management talents and international perspectives, seizing the dual opportunities of foreign trade substitution and brand globalization in the global industrial chain reshuffle, advancing into a new stage of high-quality development centered on “product strength, brand establishment, and technological innovation.”

Lin Changfang – From Craftsmanship to Corporate Responsibility

The helmsman of Fangda Holding Co., Ltd, Mr. Lin Changfang, is a new-generation private entrepreneur combining visionary leadership with social responsibility. As Chairman, he is also a renowned philanthropist in Wenzhou, an industry leader, and an active promoter of rural revitalization. Under his leadership, Fangda has achieved leapfrog development from traditional manufacturing to intelligent manufacturing and from a local company to an international brand.

Born in Yongjia, Zhejiang, Mr. Lin comes from a working-class family and demonstrated strong hands-on ability and industrial awareness from a young age. In the 1990s, driven by the dream of “building China’s own tool brand,” he founded Fangda’s predecessor—a small hardware processing factory in Wenzhou. Starting from manual tool parts processing, he understood the importance of technology, insisting on quality first and reputation foremost, forging each Fangda product with a craftsman’s heart.

As the company grew, Mr. Lin showed outstanding strategic vision. He heavily invested in automation equipment and introduced advanced manufacturing technologies from Germany and Italy. While many competitors remained in low-price competition, Fangda launched its assault on high-end manufacturing. He proposed the philosophy “find brand strength in precision,” establishing technical barriers in high-precision drilling and robust cutting fields, building Fangda’s international reputation for “stability, professionalism, and durability.”

Beyond business, Mr. Lin serves as Vice President of the Wenzhou Hardware Association, a member of Yongjia County’s Political Consultative Conference, and Executive Director of the Yongjia Charity Federation, among other roles. Passionate about public welfare, he has donated over 10 million RMB, focusing especially on education, rural healthcare, and supporting underprivileged college students. In

Yongjia, he founded the “Fangda Love Scholarship,” helping many students realize their university dreams. He has received honors such as “Outstanding Private Entrepreneur of Zhejiang Province,” “Wenzhou Charity Model,” and “Advanced Individual of Rural Revitalization.”

In internal management, Mr. Lin advocates “system first, meritocracy,” promoting flat management and empowering young employees. He often emphasizes: “The company is not mine alone; it belongs to all Fangda people.” He pushed for a cultural shift from “rule by person” to “rule by law,” introducing modern corporate governance and performance evaluation systems, laying a solid foundation for steady development.

Mr. Lin also holds a strong global vision. He believes: “The future competition in manufacturing will be competition in global resource allocation and brand value.” Thus, he personally leads teams to participate in major international exhibitions such as the Cologne Hardware Fair in Germany, Dubai Building Materials Expo, and Turkey Industrial Exhibition, elevating the Fangda brand globally. Through deep exchanges with overseas buyers and technical experts, he keenly captures product upgrade trends to formulate precise international strategies.

Talent Driven, Collaborative Development

Fangda’s success is not only due to clear leadership but also a united, efficient, and professionally diverse talent team. Under Chairman Lin’s guidance, Fangda has built a composite talent system covering R&D, production, marketing, and service, forming a solid foundation for sustainable growth.

1.Clear executive structure with defined roles
Fangda has a board, management team, and functional departments. The management team consists of professionals with over 10 years of industry experience from hardware manufacturing, mechanical engineering, and marketing fields. The executive vice president manages overseas market development; the production director oversees equipment operation, production line upgrades, and quality control; the financial director promotes financial standardization with experience from listed companies.
The company has recently recruited MBA-trained managers and overseas-returned technology consultants, many trained in Germany, Italy, and Japan, introducing international operational thinking and effectively integrating Fangda into the global competition landscape.

2.Core R&D team: Technology as the driver
Fangda’s R&D team has over 50 experts including structural engineers, materials scientists, mold designers, and automation specialists, many holding master’s and doctoral degrees from top Chinese universities such as Tsinghua University, Zhejiang University, and Harbin Institute of Technology.
The company collaborates long-term with Zhejiang Sci-Tech University and Wenzhou University of Science and Technology, co-establishing the “Fangda Tool Research

Laboratory” to jointly conduct core projects like tungsten carbide sintering ratios, drill groove structure optimization, and tool life assessment.
The team holds over 30 national patents and has led industry standard drafting such as the “Electric Hammer Drill Bit Technical Specifications.” In 2024, Fangda launched its new “high-frequency welded composite drill bit,” marking its entry into independent innovation.

3.Frontline staff: Skills and culture
With more than 800 employees, about 65% are skilled workers from technical schools in Zhejiang, Jiangxi, and Hunan provinces. They have stable professional skills and a strong craftsman spirit. The company regularly organizes skill training, quality control drills, and equipment maintenance lectures, pairing every new employee with a mentor.
Fangda values career development, offering multi-path promotion channels from technician to process supervisor, team leader, and production line manager, supporting job rotation and growth from worker to manager.
The company promotes a “win-win, co-create, and coexist” culture, providing air-conditioned dormitories, hot water, Wi-Fi, diverse canteen meals, and organizing annual trips, team-building, sports meets, and annual parties to foster belonging.

4.Digital management enhances efficiency
Fangda has implemented ERP, MES, and OA systems for integrated data flow from HR, finance, production, to inventory. This reform significantly increased labor productivity and response speed, optimizing team collaboration and laying a foundation for future “smart factory” construction.

Value-driven, Building Sustainable Competitiveness

Since its inception, Fangda has adhered to the core values of Innovation, Harmony, Integrity, and Responsibility, embedded not only in product manufacturing, market operation, and employee management, but also in corporate strategy and brand building. Chairman Lin often states: “The tool industry is not just ‘iron and fire,’ but ‘people and heart.’” This philosophy has shaped Fangda’s cultural system, transforming it from a manufacturing company to a value-driven enterprise.

1. **Core values throughout development:**

Innovation: Fangda established an “Innovation Incentive Fund,” encouraging employee suggestions and process improvements, awarding “Outstanding Invention” and “Best Process Improvement” quarterly, fostering a culture of innovation.

Harmony: Promotes teamwork and cross-department cooperation with employee suggestion platforms and fast response channels, building an efficient and harmonious workplace.

Integrity: Practices transparency and honesty in dealing with customers, suppliers, and employees, refusing price wars, focusing on quality and service, and maintaining a fair supply chain.

Responsibility: Commits to environmental protection, energy-saving, poverty alleviation, and education, fulfilling corporate social responsibility through practical actions.

2.Systematic marketing and brand synergy

Fangda built a global marketing center coordinating overseas channel expansion and brand promotion, using a "regional general agent + overseas service station + international expo" strategy. Domestically, it employs a "dealer strategy" binding key distributors with unified brand support, pricing, training, and after-sales to boost loyalty and execution.

The "Fangda Tools" brand matrix emphasizes precision, durability, and reliability, with trademark registrations across Europe, the US, Southeast Asia, and Australia. Participation in major expos further enhances brand exposure and credibility.

3.Corporate culture and soft power

Fangda values culture as much as performance, with a dedicated culture office organizing corporate history education, loyal employee interviews, retiree recognition, and fostering employee identity.

A "family culture" atmosphere includes psychological counseling, marriage and childbirth care, parent-child events, and holiday benefits, creating a warm workplace.

"Managing enterprises by systems, uniting people by culture" is Fangda's proven formula. It aims to become a learning, responsible, and innovative company, representative of high cultural and institutional standards in Chinese manufacturing.

Deep Roots in Drilling and Cutting, Setting Precision Standards

Fangda, a key player in China's carbide tool manufacturing sector, leverages years of accumulated manufacturing foundation and strong technology to build a diversified product portfolio covering drilling, cutting, chiseling, and grinding. It offers more than 5,000 types of industrial tools widely used in construction, home hardware, machining, stone cutting, and electrical installation, becoming a trusted global supplier.

Drilling tools: Combining precision and durability

Fangda’s core product is drill bits, including SDS Plus, SDS Max, four-groove hammer drills, HSS straight shank drills, glass drills, tile drills, and stainless steel drills for various applications like structural holes, decoration holes, and electrical embedding. Using German-imported alloy materials, high-frequency welding, and plasma polishing, the bits ensure stable penetration, smooth chip removal, and resistance to chipping. The new “double helix groove” drill bit shows enhanced penetration and drilling speed in tough concrete, holding utility model patent certification.

Cutting tools: Sharpness and durability

The company’s cutting tools focus on TCT alloy circular saw blades, stainless steel cutting blades, stone cutting blades, aluminum saws, and woodworking saws, suited for construction materials and industrial pipe cutting. Features include laser-cut anti-

vibration slots, high-temperature silver soldering reinforcement, and bimetallic tips, delivering high-speed, stable, and precise cutting for high-frequency production lines.
Customized blades match regional climates and materials, such as low-temperature crack-resistant blades for northern cold areas and rust-proof blades for southern humid zones, enhancing product fit and end-user reputation.

Chisels and impact tools: Strong impact transmission

Fangda chisels include flat, pointed, slot, and hexagonal types made by integral heat treatment for impact resistance and stability. The “impact-resistant tungsten carbide core chisel” is ideal for marble, cement, and brick demolition, with a lifespan much longer than competitors.
The company improves impact energy transfer by optimizing chisel head structure and air guide slot width, reducing energy loss and increasing demolition efficiency.

Auxiliary tools and customization

Fangda offers electric hammer accessories, toolboxes, sockets, cutter heads, hex keys, and U-shaped nail guns, providing OEM/ODM customizations from design to delivery based on client specifications.
The product application team cooperates with contractors, renovation companies, and hardware chains to optimize tool usage and offer batch customization, boosting customer tool efficiency.

Technological innovation driving upgrades
Annual R&D investment continues to rise, with imported German CNC grinders, vacuum heat treatment furnaces, and tool inspection devices. In 2024, Fangda and universities developed “rare earth-enhanced alloy powders” with superior sintering stability and 20% higher heat resistance; relevant patents have been filed internationally.
Continuous optimization in high-frequency welding, automatic feed calibration, and tool identification enables digitalized manufacturing and parameter automation, improving yield and production efficiency.

Building a Global Supply Chain, Connecting Diverse Channels

Amid global manufacturing reshuffling, Fangda leverages excellent product quality and an improving brand system to expand its global cooperation network, establishing a market layout combining domestic and international, online and offline channels, centered in China and radiating Asia, Europe, America, and the Middle East.

1.Domestic market: Three-tier channel system, focused end-user service
Using a “provincial general agent – city distributor – terminal outlet” model, Fangda cooperates with over 300 distributors covering 34 provincial-level regions. The company’s dealer service and reward policies strengthen channel stickiness, improving market response.
Regional networks emphasize “service + experience,” with technical staff regularly supporting hardware markets, building material showrooms, and retail outlets,

deepening brand impressions. Direct supply warehouses and after-sales centers in Beijing, Shanghai, Chengdu, Zhengzhou, Guangzhou ensure prompt delivery and problem-solving.
Fangda actively develops e-commerce channels on JD.com, Taobao, Alibaba International, integrating traditional distributors, direct online sales, and project procurement to fully reach target customers.

2.International market: Export experience to over 80 countries, deepening strategy
Starting international business in 2005, Fangda now exports to over 80 countries including Germany, Poland, Russia, Ukraine, UAE, Saudi Arabia, Indonesia, Vietnam, Mexico, Chile, and South Africa, with growing export volume. Its foreign trade team and overseas warehouse system maintain stable supply chains.
Through international exhibitions in Cologne, Russia, Dubai, etc., Fangda expands overseas distributor networks and establishes OEM/ODM partnerships with international tool brands. Agreements include exclusive supply to a major Southeast Asian retail chain and joint R&D with European construction brands.
Overseas transit warehouses in Hamburg, Dubai Jebel Ali, combined with local agency systems, reduce logistics costs, improve delivery, and enhance service and negotiation capability.

3.Key cooperative customers: Strength behind professional brands
Domestically, Fangda's drill bits and saw blades are widely used in projects by China State Construction and China Railway Engineering Group. In Russia, it serves as a major OEM supplier for local brands; in UAE, products support Dubai Ports' terminal construction.
Fangda is also a long-term supplier for global electric tool brands such as Bosch, Makita, and DeWalt, indirectly participating in high-end projects in construction, railways, airports, and energy.
It cooperates with vocational schools and technical colleges by sponsoring teaching equipment and toolkits, fostering brand recognition among future users.

Intelligent Drive and Global Brand Expansion

Amid continuous industrial upgrading and accelerated restructuring of global supply chains, Fangda Holding Co., Ltd is entering a new era of high-quality development with a clear strategic vision, strong technological investment, and pragmatic internationalization. Looking ahead, Fangda bases its growth on a triad of "smart manufacturing as the core, brand as the wings, and international momentum," comprehensively driving accelerated transformation, global expansion, and sustainable growth.

1.Smart Manufacturing Upgrade Plan: From Manufacturing to "Smart Manufacturing + Data"
Over the next five years, Fangda will continue to increase investment in smart manufacturing, building a "smart factory" demonstration base. The company plans to establish a nearly 100-acre "Fangda Intelligent Industrial Park" at its Wenzhou headquarters, introducing industrial robots, automated feeding systems, Manufacturing Execution Systems (MES), and 5G-enabled intelligent IoT

technologies. The goal is to achieve a fundamental shift from “human-controlled production” to “data-driven operations.”
This park will serve as Fangda’s product testing, mold manufacturing, tool trial, and logistics center, providing hardware support for full automation throughout the process—from order placement, design, production, inspection to packaging. Additionally, the company will mine big data from end-user feedback to adjust product structures in real time, creating an integrated response system of “customer customization + platform intelligent selection.”

2.Global Brand Strategy: From Manufacturing Brand to International Brand
Fangda has basically completed the standardization and generalization of its product lines and has initially established a complete brand visual identity system (VIS) and global registration framework. Next, under the “fangda tools” brand, the company will create sub-brand labels such as “FD-BUILD” (construction-grade tools), “FD-CUT” (high-precision saw blades), and “FD-GRIND” (grinding and polishing tools), strengthening product positioning and enhancing brand recognition.
For market promotion, Fangda will continue to drive brand globalization through a three-pronged approach of exhibitions, localized partnerships, and online social media, with special focus on strengthening brand penetration in North America, Latin America, and the Middle East. The company is preparing to establish overseas brand experience centers and plans to jointly invest with local distributors to operate “Fangda Tool Experience Centers,” enhancing customer interaction and brand warmth.
Moreover, Fangda will invest in overseas brand communication by collaborating with international hardware media, sponsoring industry technology competitions, and participating in research projects at foreign universities to build Fangda’s influence and credibility within global professional circles.

3.Sustainable Development: Advancing Green Manufacturing and Corporate Social Responsibility
Fangda understands that future competition lies not only in products but also in sustainable responsibility. The company has obtained ISO 14001 environmental management system certification and implements energy-saving and emission-reduction plans, including exhaust gas purification, rainwater and sewage separation, and upgrading low-energy-consuming equipment.
In material procurement, Fangda prioritizes recyclable and eco-friendly materials, introducing a “green raw material evaluation system” and promoting product design and packaging optimization through lifecycle management. The company also implements a carbon footprint assessment system, aiming to complete a full factory carbon neutrality evaluation by 2030.
In terms of social responsibility, Fangda will continue to increase investment in educational philanthropy, disaster relief, and rural revitalization projects, striving to build a “warm-hearted manufacturing brand” that contributes to regional development.

4.Strategic Synergy and Diversified Layout
While consolidating its core tool business, Fangda plans to expand its upstream and

downstream industrial chains through capital investments, exploring technology mergers and industrial cooperation in high-end powder metallurgy, smart molds, and electric tool accessories. The company has established a “Future Development Research Group” to evaluate emerging product directions such as new energy tools, electric cutting equipment, and light construction platforms, laying the groundwork for future industrial upgrades.
Additionally, Fangda will explore cross-industry cooperation with finance, real estate, overseas investment funds, and others to leverage its advantages in resource integration, team building, and international management, building a more strategically deep industrial platform.

Staying True to Its Roots, Marching Toward a New Peak of Global Intelligent Tool Manufacturing

Reviewing Fangda Holding Co., Ltd’s development from a small local hardware processing factory to a modern enterprise serving over 80 countries, holding hundreds of patents, and boasting wide brand influence, its rise is no coincidence but a transformation shaped by persistence, focus, and innovation.
With solid manufacturing foundations, keen market insight, strong R&D capabilities, and institutionalized management, Fangda has carved a model path from “Made in China” to “Chinese Brand.” Under the strategic leadership of Chairman Lin Changfang, Fangda has built an efficient team and modern factory system, establishing the principle of “building the brand with craftsmanship, winning the market through technological innovation,” continuously driving industrial upgrading and technological breakthroughs.
Today, Fangda is no longer merely a tool supplier but the most trusted partner in the hands of global builders, assemblers, and technicians. Every drill bit, saw blade, and chisel carries Fangda’s pursuit of product precision, durability, and professional standards. As such, Fangda tools are widely used in large-scale infrastructure, home renovation, industrial manufacturing, and have become the preferred partner for many international projects and well-known brands.
Even more commendably, Fangda has never forgotten its social attributes and philanthropic mission. From building hope primary schools and supporting disadvantaged students to donating emergency disaster relief materials and implementing industrial aid projects, Fangda demonstrates the conscience and responsibility of a company, becoming a warm and credible model in its region.
Looking ahead, Fangda will continue to focus on four strategic directions: smart manufacturing, high-end branding, green development, and global vision. It will keep increasing R&D investment, accelerating overseas expansion, improving customer service systems, and pushing the company to climb the value chain in the international hardware tool industry. Whether it is the refinement of core product technology or the expansion of global brand influence, Fangda will write a new chapter for “Chinese Tools” with higher positioning and broader vision.
Starting from Yongjia to the world; from precision manufacturing to smart factories; from a local brand to an international benchmark. Fangda Holding Co., Ltd is taking steady steps to lead China’s hardware tool industry into a new era.

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